



# Jessica Rutledge

## Project Management • Production

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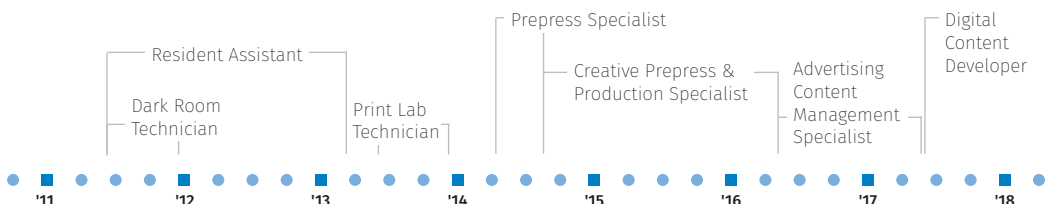
### ABOUT

#### Appalachian State University

B.S. - Technical Photography; Minor - General Business;  
Concentration- Graphic Arts & Imaging Technology

#### PureRED Integrated Marketing

#### Lowe's



### EXPERIENCE

#### Lowe's Companies Inc Mooresville, NC

April 2017 - Present

##### Digital Product Content Developer/Designer

April 2017 - Present

- Lead process improvement initiatives within team
- Identify automation opportunities within team; complete workflow creation
- Manage and execute new team member training
- Design in-line content experiences for product pages on Lowes.com
- Lead seasonal initiatives, providing direction and insight into content and creative gaps
- Develop strategies for individual product groups in order to optimise product content on Lowes.com
- Audit product content on current items against standards, and work with teams to optimise this content
- Build and foster vendor relationships to maintain, collect and upload content to Lowes.com systems
- Collaborate with internal departments in order to execute Lowes.com updates and new item setup

#### PureRED Integrated Marketing Mooresville, NC

March 2014 - April 2017

Client: Lowe's Home Improvement - Signage, Direct Mail, Buying Guide, and Tab Circular Accounts

##### Advertising Content Management Specialist

April 2016 - April 2017

- Primary contact between vendor and client in photography production process
- Manage project specific photography requests in both the creation of new photography and obtaining photography from client database
- Responsible for maintaining assets within client data base for product and creative accuracy

##### Creative Prepress and Production Specialist

August 2014 - April 2016

- Create and establish job roles and responsibilities for new client account
- Assist management team with creating and executing new internal workflow processes
- Document standard operating procedures; train new employees
- Produce, update, and/or version creative deliverables to print specifications
- Maintain brand standards and consistency through entire client account
- Manage file preparation standards, client specific assets, and electronic files on a shared server

##### Prepress Specialist

March 2014 - August 2014

- Execute changes
- Maintain file preparation standards
- Maintain client specific assets and electronic files on a shared server
- Create/verify files for press-ready accuracy

### PROFESSIONAL SKILLS

Organization  
Leadership  
Project Management  
Teamwork

Creativity  
Time Management  
Communication  
Process Strategy

Problem Solving  
Automation  
Prioritization  
Data Management

### SOFTWARE

Photoshop ●●●●●●●●  
Illustrator ●●●●●●●●

InDesign ●●●●●●●●  
Altryex ●●●●●●●●

Excel ●●●●●●●●  
Microsoft Office ●●●●●●●●